

FROM THE OFFICE OF THE CHIEF

As a Roanoke County business person, you know crime can affect your business, your customers and your employees' peace of mind. That's why I would like to introduce you to Business Watch.

This crime prevention program encourages businesses to work together to protect their common interests.

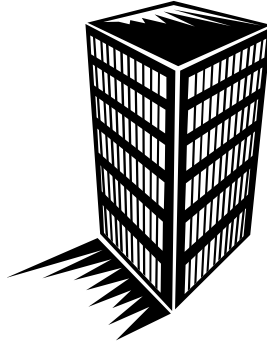
The Business Watch concept is simple. Businesses watching out for businesses. When businesses actively watch out for one another, it can help reduce the incidence of crime in our community. It's this cooperative effort which makes the program a success.

This pamphlet introduces you to Business Watch and contains some common sense reminders on how to prevent crime.

The Roanoke County Police Department's Crime Prevention Office is ready to assist you and your employees in becoming active Business Watch participants.

J. R. Lavinder
Chief of Police

THREE TYPES OF BUSINESS WATCHES



Retail Establishments....

Retailers join together to watch for and report suspicious activity to the police. By building a means of communication, retailers can share other information, such as bad checks, shoplifters, and learn about crime prevention methods.

Business Offices....

Employees work together to promote safety and security practices in the office environment. Decreasing crimes of opportunity are a primary target.

Fleet Vehicles....

Businesses with radio equipped company vehicles are ideally suited for Business Watch. As they conduct business throughout the county, employees are alert for criminal activity.

WHAT IS BUSINESS WATCH?

Business Watch is a program designed to enhance security, increase observation, and to encourage mutual assistance and concern among Roanoke County businesses.

OBJECTIVES OF BUSINESS WATCH

Establish two way communications between businesses and the police.

Train the business community on Crime Prevention Techniques.

Encourage businesses to watch out for one another.

HOW TO GET INVOLVED

Our Crime Prevention Office is ready to get you started with Business Watch. All you need to do is notify us of your willingness to participate. Call or E-mail the Crime Prevention Office and we will mail you a registration form.

When the police have information on criminal activity, we will send out a fax alert or an E-mail to notify you. The Roanoke County Police can not guarantee total protection from crime. This information is intended to reduce your chances of being a victim.

SUSPICIOUS ACTIVITY

Call the police at once when you notice suspicious strangers loitering near your place of business, particularly around opening and closing times. When possible, note a license plate number.

If you witness some type of suspicious activity, do not hesitate to call the police. Never take for granted that someone else has called.



ROBBERY PREVENTION

Never block the view into your store by filling windows with too many displays. Robbers do not want to be seen. Have as much natural observation as possible.

Keep cash on premises to a minimum.

Vary times and routes you use when making deposits.

Try not to work alone. Studies indicate that the presence of more employees may reduce the incidence of armed robbery.

Offer good customer service. Make eye contact with each customer.

Make sure your street address is displayed at the main entrance, in case you call the police.

BURGLARY PREVENTION

Ensure the locks on your windows and doors are adequate to delay an intruder. Burglars do not like to make a lot of noise or spend a great deal of time trying to get in. Keep your business well lit. Do not stack items close to the exterior where a criminal can hide.

Consider installing an alarm system. Knowing your business has an alarm may be enough to deter an intruder. Train your employees in the proper use of the system.

**STOP THE BURGLAR
BEFORE HE CAN
GET IN.**



**EMERGENCY :
911**

**DISPATCH
NON EMERGENCY : 561-8036**

CRIME LINE : 344-8500

**CRIME PREVENTION
OFFICE : 561-8062**

FAX : 561-8143

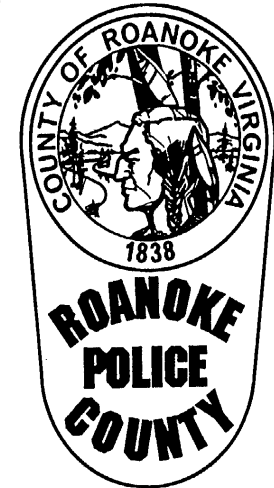
**E-Mail :
businesswatch@co.roanoke.va.us**

ROANOKE COUNTY

BUSINESS WATCH

MAKING CRIME PREVENTION

YOUR BUSINESS



Sponsored by the
Roanoke County Police Department

James R. Lavinder
Chief of Police